



CORRECTING and REPLACING Top Searched Halloween Costumes on Yahoo!

Pan Am Attendants, Charlie Sheen and Nicki Minaj Might Be Knocking On Your Door

The email address for the contact of this release should read: carolync@yahoo-inc.com (sted carolync@yahoo.com).

The corrected release reads:

TOP SEARCHED HALLOWEEN COSTUMES ON YAHOO!

Pan Am Attendants, Charlie Sheen and Nicki Minaj Might Be Knocking On Your Door

With "**Halloween costume idea**" searches up **351% this month on Yahoo!**, everyone from grandma to the family dog are getting prepared to trick-or-treat this Halloween. From **Pan Am Flight Attendants** to **Charlie Sheen**, Halloween searches range from traditional to pop culture-driven, and one thing that is certain is **#winning** the Halloween race means finding a costume that hits home with you. **Yahoo! searches reveal what's piquing the interest of Americans this Halloween season.**

Top Searched Adult Costumes on Yahoo!

1. Star Wars
2. Vampire
3. Pan Am Costume
4. Superheroes
5. Catwoman
6. Eighties
7. Indian
8. Wizard of Oz

Fear Factor: Real Life

From Casey Anthony and Amanda Knox trials to Jeffrey Dahmer and Charles Manson, real life is oftentimes scarier than the fictional one portrayed on television and in the movies. And whether we agree with it or not, real life is often the catalyst for controversial Halloween costumes.

Most searched controversial costumes on Yahoo!, include:

1. Charlie Sheen
2. Casey & Caylee Anthony
3. Amanda Knox/Jessica Rabbit
4. Osama Bin Laden
5. Chaz Bono

Some of the Top Searched "Sexy" Costumes:

1. Sexy Superhero
2. Sexy Smurf
3. Sexy Men's Cop
4. Sexy Peacock
5. Sexy Couples costumes

What's scarier than reality TV? Justin Bieber & Lady Gaga!

For many Americans neither reality TV nor Lady Gaga are all that frightening, but when it comes to Halloween, Bieber Fever, Gaga and the "Jersey Shore" kids all reigned supreme in 2011.

Top Searched Celebrity Costumes (this month):

1. Lady Gaga
2. Nicki Minaj
3. Katy Perry
4. Justin Bieber
5. Snooki
6. Dog the Bounty Hunter
7. Taylor Swift
8. Charlie Sheen

Baby Love. Babies are innocent and sweet, and most parents tend to make sure the costumes are a match for that innocence, and animal and flower costumes are usual favorites. Searches for "baby costumes" are up more than 3,700% this month. **The 2011 trends? Angry Bird baby costume, cookie monster and Disney's "Up".**

Top Searched Baby Halloween Costumes

1. Angry Bird
2. Cookie Monster
3. Butterfly
4. Dinosaur
5. Pumpkin

Top Searched Toddler Halloween Costumes

1. Pirate
2. Stay Puff Marshmallow
3. Disney's "Up"
4. Elephant
5. Brother/Sister costume ideas for toddlers

Most Searched Dog Costumes on Yahoo!, past 35 days

1. Angry Birds (nearly twice as many as the next contender)
2. Ewok
3. Lion
4. Pirate
5. Elvis

Trick-or-Treat? Most people forget that it's a question and without a treat, you may get a trick — after all, Halloween is all about the TREATS, right?!? From **M&Ms** and **Candy Corn** to **Clif Bars** and **Glee Gum**, Yahoo! searches reveal what trick-or-treaters might be seeing in their candy bags this Halloween:

According to Yahoo!, the Top Searched Halloween Candy (this month):

1. M&Ms
2. Candy Corn
3. Chewy Caramels
4. Skittles
5. Butterfinger
6. Lollipops
7. Twix
8. Gummi Bears/Worms
9. Snickers
10. Jelly Belly

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What is Yahoo! Search Data?

Yahoo! aggregates the billions of searches performed every day across Yahoo! properties to give the pulse on what people are thinking and talking about. We sift through billions of Yahoo! searches to uncover trends, burning questions, popular personalities and hot ideas. Yahoo! has been extremely successful in sifting through searches for trend-spotting, historical insight, forecasting projections, and big-picture analysis. Billions of searches are conducted on Yahoo! each month.

Frequently Asked Questions:

- **What exactly is a search and why are they useful?:** A keyword(s) or term(s) that people enter in the Search box.
- **How do you determine meaning from a search?** Searches at its face are neutral. Motivation and intent cannot be defined, but analyzing a billion (or so) searches can give a sketch portrait of a culture in motion. Search insight can operate like an instant poll into what people's interests are at a given moment—and unlike a poll which offers a constrained or directed parameters, searches spring spontaneously from people want to know.
- **What does spiking and off the charts mean?** A "spiking" search refers to terms with the greatest percentage increase in searches from one period of time to the next (usually day, week or month). Significant increases don't necessarily mean a huge overall interest in a subject, but reveals an accelerated interest in popularity. Something that's "off the chart" refers to a term that had no meaningful number of searches in the previous time period.
- **How are rankings determined?** Rankings, unless otherwise noted, are based on the total number of searches.

-YHOO

Yahoo!
Carolyn Clark, 917-324-7206
carolync@yahoo-inc.com

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